

The outcome of reflective activity is the development of the student, transforming learning content into a means of enhancing learning abilities. Effective reflective technologies in education rely on principles that integrate goal-setting and meaning-making within knowledge assimilation and personal development, achieved through dialogical communication with others [1].

The role of reflection in creative and intellectual activity lies in setting goals, establishing and adjusting adequate expectations for oneself, based on comparing external demands with the specific situation and the individual's characteristics. In modern educational settings, the emphasis is on the personal development of participants, and this development is an internal process that can be assessed, first and foremost, by the individual. Reflection, as an act of self-observation, introspection, and self-reflection, enables such an assessment. In the educational process, reflective skills help participants organize and record the results of their development and self-improvement, as well as identify the causes of positive or negative dynamics in this process.

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### BEYOND THE TERMS:

### TRANSLATING THE LINGUACULTURAL CODE OF FOOTBALL DISCOURSE

#### За пределами терминов:

#### перевод лингвокультурного кода футбольного дискурса

Football has long transcended the boundaries of a simple sport becoming a global socio-cultural phenomenon. This phenomenon is built and maintained by creating

a powerful and multifaceted football discourse. This discourse is incredibly diverse, ranging from the strict, codified language of official rules to the highly emotional and expressive speech of fans, journalists, and commentators. This linguistic spectrum presents a unique challenge for translation requiring an analysis of the strategies needed to navigate it.

Analysis shows that football language exists on two main layers, each demanding distinct translation approaches. The first layer is the terminological core. This includes the official, codified concepts of the game, such as *offside*, *penalty*, *goalkeeper*, and *defender*. For this layer, the primary translation methods are direct:

- **Transcription/Transliteration** is used for internationally recognized terms that have entered the target language's phonetics (e.g., *penalty* – пенальти; *offside* – офсайд).

- **Calquing (loan translation)** is used to transfer the structure of multi-component terms (e.g., *defender* – защитник; *free kick* – свободный удар).

Both ensure terminological accuracy and consistency critical for official and efficient communication.

The real translation challenge lies in the second layer: the expressive and evaluative language of the media discourse. The language found in modern podcasts, interviews, and analytics, is saturated with cultural-specific metaphors, slang, and neologisms. Here the direct translation fails, and indirect transformations are required to convey the function and emotion of the original version.

Compelling examples are found in interviews with players and coaches. For instance, in one of the interviews, Jack Grealish discusses being labeled a «maverick». The term is immediately defined as «unconventional», «flare», «skill», but «not... reliable». He contrasts this with the modern game becoming «a lot more robotic». A literal translation of «maverick» (e.g., «бродяга») is negative and inaccurate. A successful translation requires a descriptive method, such as «игрок, играющий не по шаблону» (a player who doesn't play by the template), to capture the complex, ambivalent evaluation. Consequently, «robotic» is best translated not literally, but functionally as «шаблонным» (template-driven).

A similar conceptual conflict appears in an interview with Pep Guardiola. He describes modern tactics as a «chess game» where everyone has instructions, but then identifies a creative player as «a little free soul». The direct Russian equivalent «свободная душа» sounds esoteric. The correct approach is modulation, using an established Russian sporting idiom: «свободный художник» (a free artist). This preserves the coach's high praise for creativity, not the literal words.

Finally, when players describe their mentality, they use powerful emotional metaphors. Antoine Semenyo, for instance, says his hard work gives him 'that extra grit, that extra bite'. Literal translations («песок» и «укус») are absurd. The only solution is a functional replacement using Russian equivalents that convey the same charge of «sporting anger» and «tenacity», such as «спортивная злость» or «характер».

It is clear that translating football discourse is a balancing act. It requires the translator to be a bilingual expert in two distinct areas: maintaining the strict accuracy of

the game's official terms while also acting as a cultural mediator. To convey the living, breathing language of modern football media, the translator must master indirect transformations to preserve not just the facts, but the emotional charge, cultural assessments, and pragmatic intent of the original message.

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## **LINGUISTIC STRATEGIES OF BUSINESS TEXT TRANSLATION AND LOCALIZATION IN INTERNATIONAL TRADE**

### **Языковые стратегии перевода и локализации деловых текстов в сфере международной торговли**

In the context of globalization and digitalization, international trade has become increasingly dynamic, creating a need for effective multilingual and intercultural communication. Companies operating in global markets must ensure linguistic accuracy and cultural adequacy in business documentation. Foshan.furniture, an international company based in Foshan (Guangdong, China), provides comprehensive services for foreign clients and performs daily translation and localization of correspondence, contracts, invoices, and specifications. This makes it a relevant case for examining translation strategies in contemporary business discourse.

The aim of this study is to identify and analyze linguistic strategies used in the translation and localization of business texts in international trade, using Foshan.furniture as an example.

To achieve this aim, the following objectives were set:

1. To outline theoretical approaches to business translation and localization.
2. To examine the specific features of translating legal and commercial documents.
3. To identify linguistic and cultural transformations applied in translation practice.

Translation of legal and commercial documentation requires both linguistic precision and legal equivalence. For example, the clause «This Agreement shall come into force upon signing by both Parties» is rendered in Russian as «Настоящий договор вступает в силу с момента его подписания обеими Сторонами», demonstrating adaptation to the syntactic and stylistic norms of Russian legal discourse. Key legal terms – force majeure, liability, termination of the agreement, warranty – require functional, not literal, equivalents.

Cultural and stylistic adaptation is an essential component of localization. English contracts tend to be more concise and use direct, active constructions, whereas Russian legal style favors complex syntax and elevated formality. Localization also involves